

Desert Peaks Awards

Honoring Regional Excellence

From a cooperative agreement providing life-saving fire protection in the East Valley, to a coalition of cities promoting economic growth in the West Valley — the Maricopa Association of Governments honored those committed to regionalism during its Desert Peaks Awards ceremony June 23, 1999.



Gateway Airport was selected as the recipient in the category of Regional Partnership; and Mary Lynn Kasunic, director of the Area Agency on Aging, Region One, was honored for Regional Excellence. (For more on these individuals, projects and partnerships, please see page 6).


The awards honor excellence in regional cooperation between MAG member agencies, citizens, public agencies and the private sector.

"The Desert Peaks Awards give us the chance to say 'thank you' to the many individuals and organizations who work together to improve the region in which we live," said MAG Executive Director James M. Bourey. "Even though you think you're aware of all that's happening in the region, it's always an eye-opening experience to see how many people are pulling together to accomplish great things."

Awards were given in five categories. The East Valley Automatic Aid Agreement received the Desert Peaks Award for Public Partnership; The Western Maricopa Coalition (WESTMARC) took home the top honor in the category of Public-Private Partnership; Katherine (Ginny) Hildebrand, executive director of the Association of Arizona Food Banks, received the Distinguished Service Award; Williams



An additional Special Recognition Award was given to Governor Jane Dee Hull for her outstanding regional contributions, especially in the areas of transportation and air quality. In all, 29 engraved Lucite awards in the shape of three mountain peaks were presented, while 122 individuals went home with framed finalist certificates.

Hundreds of people attended the awards dinner and ceremony, which was held at the Airport Marriott Hotel in Phoenix. Darla Turner, morning anchor for KPHO-TV (CBS 5), served as emcee for the event. Presenters included Governor Mary Thomas, Gila River Indian Community; Mayor William Arnold, Goodyear; Mayor Jay Tibshraeny, Chandler; Mayor Vincent Francia, Cave Creek; Mayor Sharon Morgan, Fountain Hills; Mayor Thomas Morales, Avondale; Mayor Mark Schnepf, Queen Creek; Mayor Colin Barilecorn, Litchfield Park; and Sara Moya, former Desert Peaks recipient. 

Desert Peaks winners on page 6

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Tempe Mayor
Neil G. Giuliano

From the Chair

If men and women of capacity refuse to take part in politics and government, they condemn themselves, as well as the people, to the punishment of living under bad government.

-U.S. Senator Sam J. Ervin

The issue is transportation — more specifically, the future of transportation in our region and throughout the state. MAG must step forward now and help lead the new statewide transportation process, or suffer the consequences of living with a transportation system that is built all around us.

In February of this year, Governor Hull established the Transportation Vision 21 Task Force. Its purpose is to evaluate the transportation practices, resources and infrastructures currently in place throughout the state, and to make recommendations to the Governor regarding transportation goals, priorities and funding. The result is expected to be a vision

for transportation in Arizona for the 21st Century.

Sound familiar? It should. MAG already has a vision for regional transportation over the next 20 years called the Long Range Transportation Plan (LRTP). Unfortunately, though, MAG is not represented on the Governor's Transportation Task Force. Therefore, our challenge over the coming months will be to do everything within our power as an organization, and as individuals within that organization, to educate and influence the Governor's Task Force regarding regional transportation issues.

Maricopa County has some very specific and unique needs which must be addressed in any statewide transportation plan. Transit, including light rail, is as much of a long-term solution for the region as building new roads and freeways. However, because transit programs cannot be funded through an increase in the state's gas tax, we must ensure that any statewide solution includes a funding mechanism for our region's transit needs.

The MAG staff has already spent a good deal of time and effort informing the Governor's Task Force and its subcommittees about MAG's role, responsibilities and structure. MAG also has provided the Task Force with information about MAG's LRTP and our accelerated plan to complete the regional freeway system in 2007. MAG staff is also now working with the co-chairs of

REGIONAL council members

- ◆ Mayor Neil G. Giuliano
Tempe, *Chair*
- ◆ Mayor Skip Rimsza
Phoenix, *Vice-Chair*
- ◆ Mayor John Keegan
Peoria, *Treasurer*
- Mayor Thomas Morales
Avondale
- Mayor Dusty Hull
Buckeye
- Mayor Edward C. Morgan
Carefree
- Mayor Vincent Francia
Cave Creek
- ◆ Mayor Jay Tibshraeny
Chandler
- Mayor Cel Arias
El Mirage
- Mayor Sharon Morgan
Fountain Hills
- Mayor Chuck Turner
Gila Bend
- Governor Mary Thomas
Gila River Indian Community
- Mayor Cynthia Dunham
Gilbert
- ◆ Mayor Elaine M. Scruggs
Glendale
- Mayor William Arnold
Goodyear
- Mayor Frances Osuna
Guadalupe
- Mayor Colin Barleycorn
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- Supervisor Don Stapley
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Indian Community
- Mayor Sam Kathryn Campana
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- Mayor Joan Shafer
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- Mayor Adolfo Gamez
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- Mayor Dallas Gant
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- Mayor Eugene Russell
Youngtown
- F. Rockne Arnett
Arizona Department of Transportation
- Bill Beyer
Citizens Transportation
Oversight Committee
- ◆ Executive Committee Members



MAGAZine is a quarterly newsletter of the Maricopa Association of Governments that addresses the issues and concerns of the cities, towns and tribal communities of Maricopa County. If you know of a friend or colleague who would like to receive MAGAZine, please call the MAG office, 254-6300.

Neil G. Giuliano
Mayor of Tempe
Chairman

James M. Bourey
Executive Director

Kelly Taft
Editor

Gordon Tyus
Graphic Design





MAG Submits Battle Plans for Dealing with Pollution

They stand nearly a foot high and overwhelm timid visitors with their towering bulk. Imposing. Impressive. Intimidating, even.

Chair [continued from page 2](#)

the Governor's Task Force to schedule a joint meeting early this fall between the MAG Regional Council and the full Task Force.

Additionally, I am calling on all MAG members to get involved and stay informed regarding the state's new effort. Attend the Governor's Task Force meetings, subcommittee meetings and public hearings. Continue to help inform the Task Force regarding MAG's transportation responsibilities. Stay aware of what the Task Force is doing and offer input at every opportunity to do so.


MAG member organizations account for approximately 60-percent of Arizona's population. And MAG is the *only* entity responsible for developing a long-range transportation plan in the region. Therefore, it is absolutely imperative that we do everything that we can to ensure that MAG continues to be an effective transportation planning organization for this region. Furthermore, we have an absolute responsibility to our citizens to integrate our regional transportation plans with those being developed by the Governor's Transportation Task Force. The future of transportation for the citizens that we serve requires no less. 

"They" are two of MAG's most recent pollution battle plans. Each plan numbers some 3,000 pages in length and contains an arsenal of measures to help clean Valley air. The MAG 1999 Serious Area Carbon Monoxide Plan and Serious Area PM-10 Plan were developed by MAG to improve air quality in the region, as well as to comply with the 1990 Clean Air Act Amendments.

The Maricopa region is currently designated as "nonattainment" for three pollutants: ozone, carbon monoxide and particulates. The Regional Council recently approved plans dealing with two of these pollutants — carbon monoxide and PM-10, which refers to particulate matter less than ten microns in diameter.

"These plans are critical to making sure air quality continues to improve in the region," said MAG Environmental Manager Lindy Bauer. "For carbon monoxide, for example, we haven't had any exceedances of the federal standards in nearly three years. The 1999 Plan includes 56 'committed measures' from the state and local governments to help prevent any future exceedances."

The particulate plan includes a total of 77 control measures. The plan includes strengthening and enforcing Maricopa County's dust control rules, stabilizing or paving unpaved roads, using particulate-efficient street sweepers, placing controls on restaurant charbroilers, and utilizing agricultural best management practices. The plan demonstrates attainment of the PM-10 standards by the year 2006.

Bauer says it took MAG staff several months and many staff hours of overtime to complete the plans. And while it's not likely that the mere existence of the plans will scare away Valley pollution, their implementation may provide the ammunition needed to conquer it. 

Transportation Plans Conform to Air Quality Standards

Valley transportation projects may proceed as planned, following a finding by federal agencies that MAG transportation plans comply with clean air requirements.

MAG's five-year Transportation Improvement Program and 20-year Long Range Transportation Plan were found to be in conformity with the Clean Air Act. The Federal Highway Administration and Federal Transit Administration, in coordination with the Environmental Protection Agency, issued approval of the conformity determination on June 10, 1999.

"Being found in conformity is important for two reasons," said Environmental Manager Lindy Bauer. "First, because it means that our transportation activities will not cause air quality violations, which is obviously very important to us. Second, because it ensures that federal transportation dollars are not put in jeopardy."

Bauer said that although the conformity finding is good for three years, MAG prefers to do a conformity analysis every year to ensure that transportation projects remain in compliance. 



Rush Hour Choppers: Are Helicopters the Next Transportation Alternative?

It's the year 2020 and you swing into the park-and-ride lot, grumbling that the kids have made you late again. But your ride is still waiting, so with a wave to your fellow commuters you park the car and jump into....your waiting helicopter.


Far-fetched? Not necessarily, says Dr. Larry Gesell, a professor of aeronautical technology, helicopter pilot and rotor-lover who thinks there may be a place in the near future for choppers as a transportation alternative.

"When Igor Sikorsky developed his VS-300, light, single-rotor helicopter in the early 1940's, many people envisioned a new mode of mobility that could transport the individual vertically from the garage, to work, and back again," said Dr. Gesell. "But for many years cost and complexities denied us that dream. However, much has changed in the technology, economics and environmental impact of helicopters. It's time to once again look at the viability of helicopters as a mode of transport in the urban environment."

Dr. Gesell will be a featured speaker at a symposium called "Urban Mobility and the Helicopter: A New Look for the Millennium" to be held October 28-29 at the Embassy Suites Hotel in Tempe. The symposium is co-sponsored by Salt River Project and Arizona State University.

According to organizers, the scenario for the conference envisions an on-demand helicopter transportation system operating within the greater Phoenix metropolitan area. The conceptualized system would operate much like the bus and limousine services currently serving Sky Harbor Airport, carrying passengers to and from outlying areas.

"Unlike helicopter systems of the past which operated on programmed routes, the system envisioned for this symposium would operate on demand — more like an air taxi service rather than following scheduled times of arrival and departure," said Dr. Gesell. "What we are trying to explore is the concept of using helicopters for personal mobility rather than as scheduled carriers."

Those interested in learning more about the conference can contact the College of Engineering and Applied Sciences Center for Professional Development, ASU, (602) 965-1740. 


Videoconferencing Forum Targets Users

Those who use videoconferencing systems on a regular basis were tapped to participate in an August 9th videoconferencing forum, as part of an effort by MAG to determine what equipment and applications may work best in linking MAG and its member agencies.

The August 9th forum was initiated by the MAG Telecommunications Advisory Group as a means of soliciting input from those who currently use videoconferencing equipment.

"MAG is in the midst of a study to determine what types of videoconferencing capabilities would best serve the region, as we prepare to implement our Teleconferencing and Telecommuting Program," said MAG Policy and Information Manager Rita Walton. "As part of this study, we wanted to examine videoconferencing usage in other areas to see what users like, what they don't like, and what they might change if they had a choice."

A panel of experts was invited to address questions ranging from what videoconferencing equipment they selected for use and where it was placed, to what problems were experienced in implementing the equipment and applications.

Once the study is complete, MAG will purchase and deploy the equipment to its member agencies. 

MAG to Spread the Word on Clean Air

Did you know that the choices you make in getting around town have a direct impact on the quality of the air you breathe?

If your answer was “no,” you’re one of the people the Maricopa Association of Governments hopes to reach

said Taft. “If you need to stop by the bank, go grocery shopping and maybe rent a video, it makes sense to do it all at the same time, in one sensible trip.”

Meanwhile, a poorly maintained or malfunctioning car can release as much as 100 times the pollution of a

quality and transportation planning agency; and MAG’s positive relationship with member agencies and air quality and transportation stakeholders.

Among the support to be provided by the federal partners is a \$25,000 grant to support implementation

It all adds up to cleaner air

through a new media campaign and public education initiative called “It All Adds Up to Cleaner Air.” The purpose of the program is to provide information about the link between transportation choices and air quality.

“People are often unaware that the personal travel choices they make directly affect traffic congestion and air quality in the Maricopa region,” said Kelly Taft, project manager for the campaign. “This program describes some very simple steps people can take to reduce traffic congestion and improve air quality.”

The program emphasizes three key messages: trip-chaining, car maintenance and alternative modes of transportation.

“Trip-chaining” refers to combining errands into one single trip. “When a car that has been sitting for an hour or more is started, it pollutes up to five times more than when the engine is warm,”

well-maintained car. Sharing rides, taking mass transit, biking and walking are actions many of us are already taking that can reduce traffic congestion and lead to cleaner air.

“All of these are easy-to-take steps that fit into busy schedules without major inconvenience,” said Taft. “That’s the real message. As the tag line says, every little thing we do all adds up to cleaner air.”

Although the program is a local, community-based effort, it has federal support. MAG was selected as one of 14 “demonstration” communities nationwide by the Environmental Protection Agency and U.S. Department of Transportation to participate in the federally-supported initiative. MAG’s selection was based on a number of factors, including the seriousness of the air pollution problem in the Valley; the fact that MAG is the region’s lead air

quality and transportation planning agency; and MAG’s positive relationship with member agencies and air quality and transportation stakeholders. of the project and a media toolkit containing a variety of campaign materials. The materials include print and broadcast Public Service Announcements that MAG will soon be disseminating throughout the community. 

MAG Moment



Human Services Manager Carol Kratz gets comfortable while organizing paperwork.

Desert Peaks 1999 Winners. . .




Automatic Aid Agreement Helps Save Lives

If your house was burning or your child was drowning, you probably wouldn't care much where your rescuers came from, as long as they got there quickly. So what better example of public partnership could there be than cities working together to protect citizens, no matter where they live?

The Desert Peaks Award for Public Partnership was presented to the cities of Apache Junction, Chandler, Gilbert, Guadalupe, Mesa, Phoenix and Tempe for their Automatic Aid Agreement. The cities have developed a plan which provides automatic aid for fire protection and emergency services across jurisdictional boundaries.

"Automatic aid is an agreement among neighboring fire departments to automatically respond with the closest available fire apparatus to an emergency incident, without regard to jurisdiction," said Assistant Fire Chief Paul Wilson of the City of Mesa. "Automatic aid offers the highest level of emergency service to citizens, potentially saving lives by saving response time. It truly is an example of neighbors helping neighbors."

In evaluating the automatic aid agreement, one Desert Peaks judge called it an "outstanding example" of seamless regional fire services, and praised the project for cutting across both municipal and institutional boundaries. 

Food Banks Director Nourishes Region

If there was ever a single individual to work tirelessly on behalf of those who need it most, Katherine (Ginny) Hildebrand is it. As executive director of the Association of Arizona Food Banks (Aafb), Hildebrand works to bring state agencies, corporate and religious communities, and other non-profits into the effort to nourish Arizona's communities. In fact, she's been called "the single most influential person in Arizona's anti-hunger network." Now, she has been honored for her achievements through the 1999 Desert Peaks Distinguished Service Award.


Employed by the Aafb since 1985, Hildebrand has held the position of Executive Director since 1987. The association works with food banks to strengthen communities in order to build a well-nourished Arizona. Hildebrand serves as a member of the Department of Economic Security Hunger Advisory Council, the Arizona Community Action Association Food and Nutrition Advisory Committee, the Western Regional Council of Food Policy Advocates, and Bread for the World. She is the first woman to be an honorary member of the Boy Scouts of America and sits on BSA's Board of Directors. Hildebrand has helped secure millions of dollars in appropriations for Arizona food banks and has spearheaded advocacy efforts that have resulted in the passage of the Charity Food Bank Act, the Charitable Crop Contribution Bill, and the Food Bank Governmental Incentive Bill.



Distinguished Service Award Winner
Katherine (Ginny) Hildebrand

Sara Moya, 1999 Desert Peaks Awards judge and former Distinguished Service Award recipient, described her reaction as she read Hildebrand's nomination. "Although I know Ginny and her work, I went from 'wow, I knew this woman was special,' to 'wow, this woman is incredible,' to 'wow, she's really phenomenal.' We are extremely fortunate to have someone like Ginny working in our region."

In accepting her award, Hildebrand said "A friend of mine once said 'hunger is too important not to give it your full measure of energy and effort'... I want to thank MAG for lifting up this issue by using this award to recognize a person such as myself."

Hildebrand's accomplishments aren't limited to the region, or even Arizona. Nationally, she has played a lead role with other state and national advocates to retain support of commodity distribution programs for low-income Americans. She helped pass the Hunger Prevention Act in 1988, and in 1994 authored the "American Hunger Relief Program," which eventually resulted in Congressional authorization of \$145 million to support acquisition of food and its distribution to needy households. 

Meeting Needs of Elderly Earns Regional Excellence Honor

When older adults and persons with long-term care requirements need help accessing programs and services, the Area Agency on Aging provides a crucial link to the resources they need. Last year, the Area Agency on Aging, Region One served more than 50,000 people.

Under the guidance of Director Mary Lynn Kasunic, the Area Agency on Aging is the hub in Maricopa County in meeting the needs of all older persons in the county. The agency carries out a wide range of functions related to advocacy, planning, inter-agency linkages, information sharing, and enhancement of a community based elder-support system serving each community in Maricopa County.

"At some point an older adult may decide to stay in their home, but can't do so without help," wrote two agency staff members in nominating Director Kasunic for the Desert Peaks Award for Regional Excellence. "...There are also older adults who need help adjusting to life and the challenges it presents, whether because of a disability, depression or HIV. Mary Lynn Kasunic is and has been a tremendous force in meeting such needs."


Kasunic and the Area Agency on Aging developed the Senior HELP LINE to provide information about transportation availability, legal assistance,



Regional Excellence Award Winner
Mary Lynn Kasunic

home care and other frequently requested elder-care services. The agency is the only Area Agency in Arizona to have created an Asian American Elder Advisory Committee, complete with an Asian Language Bank to provide assistance to older Asian adults and caregivers who have difficulty speaking English.

"Mary Lynn has been a tremendous asset to our region, and truly epitomizes the spirit of Regional Excellence," said MAG Human Services Manager Carol Kratz. "We look forward to her continued insight and guidance on issues important to elderly and disabled residents of our region."

Other innovations credited to Kasunic are the HIV Care Directions Program to serve older adults with HIV, and introduction of the concept of an Arizona Silver Haired Legislature to provide legislative direction on aging issues. 

WESTMARC: A Strong Voice for the West Valley

The West Valley has always had strong individuals working on behalf of their communities. What they haven't always had is a link to unite them.


That all changed in 1990, with the founding of the Western Maricopa Coalition (WESTMARC). Its purpose: to promote a positive image for the Western Maricopa County region and to lobby on behalf of its member agencies. WESTMARC found that by joining forces, communities had a much stronger voice in promoting issues important to West Valley citizens.

In the nine years since its inception, WESTMARC has blossomed into a partnership of more than 400 business, community and government members representing 15 Western Maricopa County communities.



"WESTMARC works to influence public policy within a vital section of the Maricopa Region, to ensure quality growth and community development," said WESTMARC President Diane McCarthy. "We believe the WESTMARC partnership has enriched the lives of West Valley citizens and enhanced the quality of life of all West Valley communities."

A panel of six judges agreed, honoring WESTMARC with the Maricopa Association of Governments Desert Peaks Award in the category of Public-Private partnership. McCarthy calls the award an important milestone in acknowledging WESTMARC's regional role.

"We are honored to receive recognition for our important contributions to this region," she said. "I think we can safely say that when it comes to being good regional partners, the West Valley has arrived." 

Desert Peaks winners continued on page 8

Desert Peaks Winners (cont.)



Williams Gateway Airport Still Flying High

Seven years ago, the Valley was stunned when the Department of Defense announced that Williams Air Force Base would be closed in September 1993 — a projected loss of \$300 million in economic activity. But the East Valley communities of Mesa, Gilbert, Queen Creek and the Gila River Indian Community were determined to ensure the successful future of Williams Gateway.


Through an intergovernmental agreement, the communities executed a joint powers agreement to contract for services in regard to ownership, development, reuse, operation and maintenance of the facilities — and eventually led to the creation of an airport authority.

Today, Williams Gateway Airport is developing as an important aviation center. With gross revenues of about \$115 million, the airport is designed for aerospace and aviation-related manufacturing, education, research, aircraft maintenance and refurbishing uses. It has three of the longest runways in the regional aviation system, capable of providing service to virtually all aircraft. It is developing as a major air cargo and

passenger reliever airport for Phoenix' Sky Harbor International Airport, and has created 617 direct (on-airport) and 658 indirect (off-airport) jobs.

"Williams' assets, in addition to the area's skilled labor force, mild climate and access to international markets, make this facility a prime location for global-minded companies," wrote Executive Director Lynn Kusy in nominating Williams Gateway for the Regional Partnership award. "Interaction between the airport, Williams Campus and industrial sites will create thousands of jobs and ultimately make Williams the most outstanding aviation, aerospace and technology research airport in the world."

In selecting Williams Gateway for the Regional Partnership award, Desert Peaks Awards judges called the project an excellent example of joint cooperation to solve a regional problem.

They noted that the successful development of the airport will benefit not only the East Valley, but the entire Maricopa region through increased economic activity and revenue from air travelers. 

State of the Region Addresses Growth Issues


The Maricopa Association of Governments Annual Regional Council meeting and Desert Peaks Awards June 23rd gave member agencies a chance to celebrate MAG's successes and evaluate upcoming challenges in the year ahead.

In the annual State of the Region address, delivered by MAG Executive Director James Bourey, rapid growth was depicted as the region's biggest challenge — and its greatest opportunity.

Based on supporting statistics such as the rate of population and job growth, residential construction and airport passenger boardings, a regional analysis revealed that while growth spurs economic activity, it also puts increasing pressure on public facilities. Local governments are working hard to meet the needs of this growth, often through MAG programs such as the MAG Desert Spaces Plan, Valley Vision 2025 and transportation planning activities.

"We made significant progress over the past year in providing transportation facilities, as 71 lane miles of freeway and 138 lane miles of streets were completed," Bourey told the audience. "MAG also developed the plan to accelerate construction of the regional freeway system for completion by 2007." However, Bourey added that challenges remain in providing improved transit services. "We must develop adequate funding for an expanded regional transit system," he said.

Bourey concluded the address by saying MAG member agencies will continue to face both the challenges and rewards of living in a vital, dynamic, expanding and economically viable area.

"As we address our unprecedented growth and prepare to usher in the new millennium, we must realize that building a house is not the same thing as making a home, that building a school is not the same thing as providing an education and that building transportation facilities is not the same thing as ensuring urban mobility," he said. "For that we must depend upon people, working together to not only build the infrastructure that we need, but also to establish a quality of life we want for ourselves and our children." 

New Programming Process Emphasizes Cooperation

Determining what regional transportation projects should be built, when and for how much has long been a dual function of regional planning organizations and the Arizona Department of Transportation. In the past, the State and regions developed transportation plans on parallel but separate tracks, coming together late in the process to work out discrepancies. Unfortunately, that often created difficulties as the organizations struggled to merge what were often very different looking outlines into a single plan.

All that is about to change. On April 30, 1999 representatives from federal, state, regional and local jurisdictions met in the City of Casa Grande to help forge a new regionally-based transportation planning and programming process. After developing a set of guiding principles and a procedural flow chart, the representatives signed an agreement strongly supporting the new process. That agreement is now known as the "Casa Grande Resolves."

"The new process marks a significant departure from the old way of doing business by combining the transportation planning and programming procedures of the State and regions into one multi-modal transportation planning process for each region," said MAG Executive Director James Bourey. "The Casa Grande Resolves call for early and regular

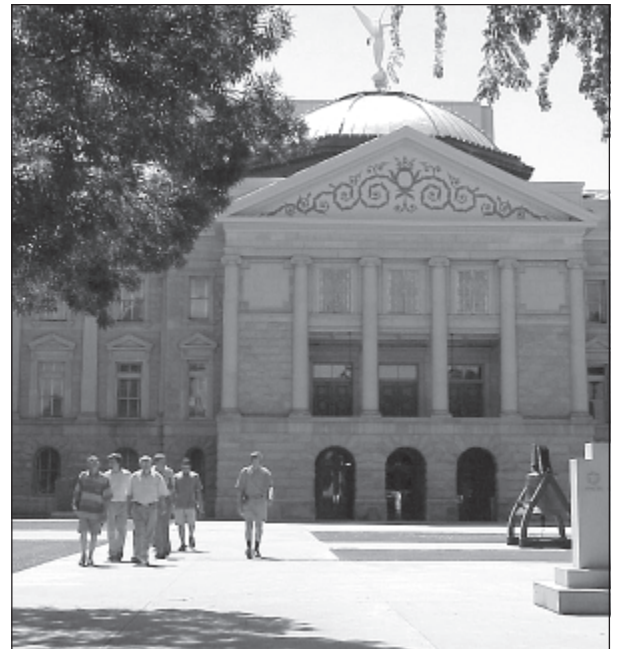
dialogue and interaction at the state and regional level. They call for a process that recognizes the needs of regional organizations as well as state, local and tribal governments, and one which encourages public participation and stakeholder involvement," he said.

Bourey added that another important variation from the past is the call for the development of a Statewide Long Range Transportation Plan (Plan). The Guiding Principles of the agreement require not only that a Statewide Plan be developed, but also that all programmed projects be linked to that Plan. In addition, the Casa Grande Resolves establish a revenue allocation process which ensures an equitable allocation of resources. The Resource Allocation Advisory Committee will include representation from the Arizona Department of Transportation, Traffic Management Areas, Metropolitan Planning Organizations, Councils of Governments and transit operators, all of which are important stakeholders in the planning process.

"These developments mark a significant change in the relationship between Arizona's transportation partners — a change we believe will result in a better, more efficient transportation programming process," said Bourey. "This new process will benefit not only transportation planners, but stakeholders and end-users as well." 

We're Talking Walking

If you think about it, walking is the most basic form of transportation. So it seems only logical that pedestrians should be included when developing transportation plans.



The Capitol Mall is one area to receive design assistance to encourage pedestrian use.

The Maricopa Association of Governments recognizes that developing pedestrian facilities is an important element in a multi-modal transportation plan, according to MAG Transportation Planner Dawn Coomer.

"The MAG Pedestrian Plan 2000 identifies programs to encourage the development of pedestrian areas," she said. "It provides guidance for providing safer and improved pedestrian facilities, and recommends actions to help make walking a practical alternative to vehicle use."


Coomer said that walking can be the quickest way to make short trips in urban areas, and pedestrian-friendly designs offer numerous community benefits. Investing in pedestrian facilities can help reduce traffic congestion, air and noise pollution, road wear, petroleum consumption, and the need for additional roads.

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Walking *cont. from page 9*

"Businesses can benefit from improved access and an environment more conducive to window-shopping and strolling," said Coomer. "That in turn leads to more social interaction, which can reduce crime, strengthen neighborhoods, and improve tourism."

Coomer added that providing walkways also helps meet the needs of those without access to an automobile, such as poor persons, young or elderly individuals, and people with disabilities. It benefits transit users by providing safer, more convenient access to transit facilities.

"Of course, don't forget that walking as regular exercise can improve your well-being," added Coomer with a smile. "You might say that walking can lead to improved health, not only for individuals, but for the entire community." 

MAG to Host Finance Exam

The Maricopa Association of Governments offices will serve as the site for the Certified Public Finance Officers (CPFO) examination scheduled for Friday, October 22, 1999. The CPFO exam is designed to test and promote the growth of finance management skills and knowledge of local government finance professionals.

This is the second time that MAG has served as a test site for the CPFO examination, which is sponsored by the Government Finance Officers Association. Anyone desiring additional information on the examination should contact Art Rullo, MAG Fiscal Services Manager, at (602) 452-5051.

Draft Vision Report Seeks to Identify Valley's Values

Finishing touches are being placed on a draft that represents the first major look at what Valley citizens want this region to look and feel like in the year 2025.

The Valley Vision 2025 "Draft Goals" is a culmination of more than a year of effort, during which hundreds of citizens and community leaders provided input through surveys, focus groups, forums and collaborative meetings.

"We live in the fastest-growing county in the United States," said George Young, Valley Vision 2025 co-chair and citizen advocate.

"Increasingly, residents are looking at how growth impacts their quality of life and community well-being. Clearly, if the Valley is to remain a desirable place to live, a proactive vision is necessary to define what this region should be like in the future."

The document combines the separate reports of nine subcommittees, which focused on specific issues such as education, transportation and human services. The subcommittees developed their reports collaboratively with multiple levels of citizen involvement. The Valley Vision 2025 Committee is taking that input to develop a draft vision and goals for the region's future.

"These draft goals are the key to realizing our vision," said Young, who added that the goals must not only define the vision, but be

measurable over time. "We will now be presenting these goals to the public for further review. We want to know if the goals identified so far adequately reflect the values and spirit of the region, whether they are inspiring, yet achievable, and whether they sufficiently describe our desired future," he said.

MAG Regional Development Manager Corey Cox said the Draft Vision also identifies core principles, which signal a shift away from the old pillars of the regional economy. "The priorities are no longer on the Five C's of cattle, citrus, copper, cotton and climate," she said. "Instead they have shifted to the Five P's: people, place, prosperity, partnerships and principles."

During the development of the draft vision, Cox said one key principle emerged: continuous improvement through community engagement. "That's exactly what the draft vision sets out to do," she said. "Engage the community into thinking about what kind of place we want to become. What values, skills, and dreams do we want our children to embrace, and what opportunities do we want for the region's residents? That's what visioning is all about."

Committee members say the draft vision should be completed and available for public review and input in September. A final Vision Plan is expected to be complete by January. 

Y2K Bug Has Agencies Investing Time, Staff, Money

With only a few months to go until the turn of the century, time is running out when it comes to preparing for the Year 2000 (Y2K) computer problem. So, what are local governments and public agencies doing to get ready for Y2K?

A series of forums hosted by MAG focusing on Y2K issues are designed to bring cities together to share best practices for preparing for the Year 2000. Speakers to date have included representatives from the utility and banking industries, a liability expert, public information officers, emergency services personnel and technical experts from several major Valley cities. Most agencies have reported significant progress in preparing for Y2K contingencies. Here is just a sampling of what is being/has been done to make sure the Valley doesn't get bitten by the millennium bug:

- On July 9-10, the City of Phoenix held "Operation Countdown," a 15-hour exercise in which emergency personnel responded to simulated events caused by the Y2K bug. The city hopes to take the lessons learned from the drill to improve Y2K preparedness.
- The City of Avondale will set up 14 "citizen contact centers" December 31st in the event of phone outages. Each center will be manned by a city staff member equipped with a two-way radio connected to police and fire so that citizens can report emergencies. The objective is to have one contact center per every square mile of populated area.
- 9-1-1 systems will likely be overloaded December 31st, due to an anticipated heavy volume of calls. When the system is full, callers will get a busy signal. Public safety agencies are urging residents to use the 9-1-1 system prudently.
- The North American Electric Reliability Council, which represents virtually all of the electricity supplied in the United States, predicts the rollover will have a minimal impact on electric operations, based on testing of more than 98-percent of its entities. Problems to date have been "nuisance" errors that would not prevent power delivery systems from operating.
- Local power utilities have spent millions upgrading hardware and software in preparation for Y2K. Electric utilities believe a "worst case" scenario would be similar to a monsoon storm in the Valley, with only minor local power outages.
- US West has completed critical upgrades it believes will minimize Y2K impacts. The telephone company does expect New Year's Eve 2000 to be similar "to a very bad Mother's Day" for volume of calls, with a strong probability of service disruptions due to "Happy New Millennium" calls.
- The biggest threat to the banking industry isn't Y2K but fear of Y2K, such as worried customers withdrawing large sums of cash prior to the rollover. The Federal Deposit Insurance Corporation has taken steps to ensure additional money is on hand to handle these changes in normal banking behavior. It is also working to educate the public that money is safe in the bank. As always, customers are urged to keep track of bank and tax records and to keep copies of statements on file.
- Unless there are major disruptions in electricity, water supply is not likely to be affected. As at any time of year, it may be a good idea to have some stored water on hand. Because the Valley's sewage system is gravity fed, the good news is — toilets will flush.
- Public Information Officers from cities across the Valley have put together a brochure with more information on Y2K issues.

Please contact Kelly Taft at (602) 254-6300 for more information, or visit the MAG Web site at www.mag.maricopa.gov. 



Calendar

MEETING Times

1999 Fall

August	September	October
2nd 1:00 PM, Enhancement Funds Working Group 4th 9:00 AM, Valley Vision 2025 Committee 4th 1:30 PM, Standard Specifications and Details Committee 9th 2:00 PM, Videoconferencing Forum, ASU 10th 1:30 PM, Street Committee 11th 1:30 PM, Standard Specifications and Details Committee 12th 8:30 AM Telecommunications Advisory Group 16th 1:00 PM, Enhancement Funds Working Group 18th 10:00 AM, Intelligent Transportation Systems Committee 19th 8:30 AM, Population Technical Advisory Ad Hoc Subcommittee 19th 10:00 AM, Population Technical Advisory Committee 20th 10:00 AM, Park and Ride Stakeholders 24th 10:00 AM, Transportation Review Committee 24th 4:00 PM, Water Quality Advisory Committee 26th 10:00 AM Telecommunications Advisory Group 26th 12:00 PM, Youth Policy Advisory Committee	1st 12:00 AM, Management Committee 1st 1:30 PM, Standard Specifications and Details Committee 9th 1:30 PM, Air Quality Technical Advisory Committee 14th 1:30 PM, Street Committee 15th 10:00 AM, Intelligent Transportation Systems Committee 16th 8:30 AM, Population Technical Advisory Ad Hoc Subcommittee 16th 10:00 AM, Population Technical Advisory Committee 21st 10:00 AM, Transportation Review Committee 21st 1:00 PM, Regional Bicycle Task Force 22nd 2:00 PM, Building Codes Committee 22nd 5:00 PM, Regional Council 23rd 10:00 AM Telecommunications Advisory Group 27th 10:00 AM Right of Way Stakeholders	6th 11:00 AM, Valley Vision 2025 Committee 7th 1:30 PM, Air Quality Technical Advisory Committee 12th 1:30 PM, Street Committee 13th 9:00 AM, Regional Council Transportation Subcommittee 13th 12:00 PM, Management Committee 19th 10:00 PM, Intelligent Transportation Systems Committee 19th 1:00 PM, Regional Bicycle Task Force 19th 2:00 PM, Building Codes Committee 20th 12:00 PM, Human Services Coordinating Committee/Human Services Technical Committee 28th 10:00 AM Telecommunications Advisory Group
<p><i>The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months. Please call 254-6300 for confirmation.</i></p>		
<p>All meetings, unless indicated otherwise will be held in the conference rooms located in the MAG offices on the second floor of the Arizona Bank Building, 302 N. 1st Avenue. Parking is available under the building. Please ask for parking validation. Transit tickets are also available.</p>		



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